



**DEPARTMENT OF THE NAVY**  
NAVAL FACILITIES ENGINEERING COMMAND  
200 STOVALL STREET  
ALEXANDRIA, VA 22332

IN REPLY REFER TO  
ACQ 021  
12 Nov 98

**MEMORANDUM FOR DISTRIBUTION**

Subj: CONTRACTING FOR VISUAL INFORMATION (VI) PRODUCTIONS (98-57)

Encl: (1) ASN(RD&A)/ABM memo of 5 Oct 98

1. The Naval Media Center is the sole contracting activity within the DON authorized to procure visual information (VI) productions. Any exceptions to this policy must be approved by CNO (N09C4). The Navy Acquisition Procedures Supplement (NAPS) Change #97-8 makes specific reference to this authority.
2. Enclosure (1) advises that requests have been received by CNO (N09C4) to approve contract acquisitions of VI productions during or after completion of productions, which is a violation of OFPP Policy Letter No. 79-4 and OPNAVINST 5290.1A. Contracting officers should refrain from contracting for any motion picture and videotape productions until appropriate approvals have been obtained.

A handwritten signature in black ink, appearing to read "Michael F. Howard", is positioned above the printed name.

**MICHAEL F. HOWARD**  
Director, Strategic Operations  
Community Management

**DEPARTMENT OF THE NAVY**  
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October 5, 1998

MEMORANDUM FOR DISTRIBUTION

Subj: CONTRACTING FOR VISUAL INFORMATION (VI)  
PRODUCTIONS

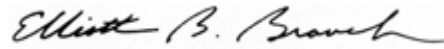
- Ref:
- a. OFPP Policy Letter No. 79-4; Contracting for Motion Picture Productions and Videotape Productions of 28 Nov 79
  - b. OPNAVINST 5290.1A; Naval Imaging Program (NAVIMP) Policy And Responsibilities of 27 Apr 90
  - c. OPNAVNOTE 5450; Disestablishment of Naval Broadcasting Service, Navy Internal Relations Activity, and Naval Imaging Command, and Establishment of Naval Media Center of Oct 94

Reference (a) establishes and directs the use of a uniform Government-wide system for contracting for motion picture and videotape productions (visual information (VI)) for which ASD (PA) is the Executive Agent. Reference (b) implements the program for the Department of the Navy (DON) and prohibits the purchase of any production that has not been approved as part of the Navy Annual VI Production Program. This system is administered for the Navy by CNO (N09C4). All requests for VI productions, regardless of cost, justification, or intended audience must conform to this policy. Additionally, reference (b) states that NAVAL IMAGING COMMAND (NAVIMAGCOM), which is now the Naval Media Center (see reference (c)), is the sole contracting activity within the DON authorized to procure VI productions or VI scripts and productions separately under this obligatory system. However, reference (b) allows for exceptions to this policy when approved by CNO (N09C4) on a case by case basis.

CNO (N09C4) reports it has recently received requests to approve contract acquisitions of VI productions during and or after completion

of the productions, which is a violation of both references (a) and (b).

In accordance with reference (b), requiring offices shall ensure that Navy Annual VI Production Program approval is obtained or an approval for an exception is obtained from CNO (N09C4) before initiating procurements. Contracting officers should refrain from contracting for motion picture and videotape productions until these approvals are received. The CNO (N09C4) point of contact is Mr. Carlson; commercial (202) 433-3714; DSN 288-3714, and email [carlson@mediacen.navy.mil](mailto:carlson@mediacen.navy.mil).



Elliott B. Branch  
Executive Director  
Acquisition & Business  
Management

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